

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New

Previous Year (below line/defer) X

Issue: Work Plan to Develop Preservation Design Guidelines

Lead Department: Community Development Department

General Plan Element or Sub-Element: Heritage Preservation Sub-Element

1. What are the key elements of the issue? What precipitated it?

A work plan would be developed to determine the feasibility of producing Heritage Preservation Design Guidelines. These guidelines would be used to assist owners of Heritage Resources who wish to make modifications to those resources. The ultimate goal of the guidelines would be to assure that any change to a Heritage Resource is appropriate for the specific resource and in context of the neighborhood, the district, and the period.

As part of the work plan, staff would look for grants, such as CLG funds, to support recommended activities.

2. How does this relate to the General Plan or existing City Policy?

The Heritage Preservation Sub-Element

Goal 6.3A - To promote knowledge of and appreciation for, Sunnyvale's heritage and to encourage broad community participation in heritage programs and projects.

Policy 6.3A.1 states - Provide information on Sunnyvale's heritage to schools, civic groups, neighborhood organizations, business organizations and other established organizations.

Action Statement 6.3A.1d - Publish and distribute written materials.

3. Origin of issue:

Council Member(s):

General Plan:

City Staff:

Board or Commission (identify name of the advisory body from the list below): Heritage Preservation Commission

Board or Commission ranked this study issue _____ of _____

Board or Commission ranking comments:

The Heritage Commission voted to drop the Study Issue for 2005.

4. Multiple Year Project? Yes ___ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 100

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 5

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: _____

Department: _____

Department: _____

Total Estimated Hours: 105

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No ___

Heritage Preservation Commission

(c) Is a Council Study Session anticipated? Yes ___ No X

(d) What is the public participation process?

7. Cost of Study: Please mark appropriate item below.☒ **Costs covered in operating budget – 242 – Community Planning**☐ **Costs covered by project - N/A**☐ **Budget modification needed for study - N/A****Explain below what the additional funding will be used for:****8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				
Explain impact briefly:					

9. Staff Recommendation for this calendar year:**“For” Study ☐ Explain:****“Against” Study ☒ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:**

The Heritage Preservation Commission is no longer interested in pursuing this as a study issue and they were the originator of the study issue.

No Recommendation ☐

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

Reviewed by

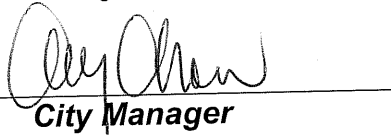


Department Director

11/5/04

Date

Approved by



City Manager

11/9/04

Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New

Previous Year (below line/defer) X

Issue: Neighborhood to Business Connections

Lead Department: Community Development Department

General Plan Element or Sub-Element: Socio-Economic Element
Land Use and Transportation Element
Citizen Participation Sub-Element

1. What are the key elements of the issue? What precipitated it?

This study would identify how the City might facilitate greater connection between neighborhoods and businesses in Sunnyvale. Staff would work with businesses and neighborhood groups to better understand successful experiences in previous partnerships. Staff will explore ways in which businesses and neighborhoods can better understand each others needs and to explore creative ways in which business can partner with neighborhood or community associations

For 2004, the study was deferred by the City Council.

2. How does this relate to the General Plan or existing City Policy?

Socio-Economic Element

GOAL 5.1A Preserve and enhance the physical and social environment and facilitate positive relations and a sense of well-being among all community members, including residents, workers and businesses.

Land Use and Transportation Element

Action Statement N1.1.2 Foster the establishment of neighborhood associations throughout Sunnyvale to facilitate community building.

Citizen Participation Sub-element

Policy 7.2B.3. Provide an environment which fosters a sense of positive identity on the part of citizens and staff.

3. Origin of issue:

Council Member(s): Miller

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): _____

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ of _____

Board or Commission ranking comments:

4. Multiple Year Project? Yes ___ No x Expected Year Completed 2005/06

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 120

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 10

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: Office of the City Manager 80

Department: _____

Department: _____

Total Estimated Hours: 210

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No x

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ___ No x

(c) Is a Council Study Session anticipated? Yes ___ No x

(d) What is the public participation process?

During preparation of this study, staff would hold outreach and information meetings with the Chamber of Commerce, other Sunnyvale business groups and the general business community as well as community/neighborhood groups.

7. Cost of Study: Please mark appropriate item below.

☐ **Costs covered in operating budget** – 244 Economic Prosperity,
730 Neighborhood & Community Services

☐ **Costs covered by project** - N/A

☐ **Budget modification needed for study** – N/A

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range		X			
New revenues/savings range	X				

Explain impact briefly: No significant effects expected to the City. Neighborhoods and business may benefit; otherwise, no impact expected. Some staff time may be needed to implement / promote the program.

9. Staff Recommendation for this calendar year:

“For” Study ___ Explain:

“Against” Study ___ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation X

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by



Department Director

11/5/04
Date

Approved by



City Manager

11/9/04
Date

PROPOSED COUNCIL STUDY ISSUEFor Calendar Year: 2005New Previous Year (below line/defer) X Issue: Approval Process for Single-Family HomesLead Department: Community Development DepartmentGeneral Plan Element or Sub-Element: Community Participation Sub-Element**1. What are the key elements of the issue? What precipitated it?**

This study would reevaluate the process of design review, neighbor notification and inspection for construction on single family homes. It would determine if additional noticing and neighbor input are needed during the design review process. This study would explore the balance between a homeowner's certainty of using the zoning code for certainty in the design process vs. the neighbor's opportunity to have input. This study would also review the interpretation and application of the design guidelines.

In the last four years staff has analyzed this issue. In 2000, a major study issue reevaluated the Design Review process and examined a series of development standards and noticing procedures. Decisions made in late 2000 were revisited by Council in late 2001. A separate design guideline document was created to evaluate single-family home additions and remodels. In addition, small changes to noticing procedures was made in lade 2003 on the basis of the Outreach Task Force's recommendation. Staff will be returning to the Council in December with the results of this study.

Council deferred this item for 2004.

2. How does this relate to the General Plan or existing City Policy?**Community Participation Sub-element:**

Goal 7.2A Community Education: Achieve a community in which citizens and businesses are informed about local issues and City programs and services.

Policy 7.2A.2 Information Distribution: Publish and distribute information regarding City programs and services, City Council actions, and policy issues.

3. Origin of issue:Council Member(s): Miller

General Plan: _____

City Staff: _____

Board or Commission (identify
name of the advisory body from
the list below): _____

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and
Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ of _____

Board or Commission ranking comments:

4. Multiple Year Project? Yes___ No ☒ Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour
increments):

(a) Estimated work hours from the lead department 200

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 25

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: Office of the City Manager 40

Department: _____

Department: _____

Total Estimated Hours: 265

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No ☒

(b) Does this issue require review by a
Board/Commission? If so, please list below: Yes ☒ No ___

Planning Commission

(c) Is a Council Study Session anticipated? Yes___ No ☒

(d) What is the public participation process?

In addition to the standard public hearing notification process, staff would conduct outreach to neighborhood groups for input.

7. Cost of Study: Please mark appropriate item below.

☒ **Costs covered in operating budget – 242 Community Planning**

☐ **Costs covered by project - n.a.**

☐ **Budget modification needed for study – n.a.**

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				

Explain impact briefly:

Possible expansion in noticing or review could increase staff time or noticing costs. Such costs could be covered or offset by increased fees.

9. Staff Recommendation for this calendar year:

“For” Study ☐ Explain:

“Against” Study ☒ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

This issue has been studied in detail in the last four years. Substantial amounts of staff resources have already been successfully directed in addressing issues brought forth by community members. Staff believes this study is not needed at this time.

No Recommendation ☐

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by



Department Director11/5/04

Date

Approved by



City Manager11/9/04

Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New _____

Previous Year (below line/defer) X

Issue: Funding Mechanism for Aesthetic Upgrades to Telecommunication Towers

Lead Department: Community Development Department

General Plan Element or Sub-Element: Telecommunications Policy

1. What are the key elements of the issue? What precipitated it?

In certain areas of the City, the City may experience multiple requests to utilize existing telecommunication towers. At some point, the City may desire that the tower be upgraded aesthetically to accommodate additional users. This study would explore funding mechanisms or legal methods for requiring all users to contribute to the upgrade as opposed to the last applicant.

This item was deferred for 2004.

2. How does this relate to the General Plan or existing City Policy?

This study is related to the City's Telecommunication Policy and the City's Telecommunication Code of Title 19 in that regulating the aesthetics of facilities, within the allowances made by Federal law, is a purpose of the City's regulations.

3. Origin of issue:

Council Member(s): Hamilton, Fowler

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): Planning Commission

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Planning Commission ranked this study issue 9 **of** 12 **for 2005.**

Board or Commission ranking comments:

4. Multiple Year Project? Yes___ No X Expected Year Completed 2005
5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):
- (a) Estimated work hours from the lead department 180
- (b) Estimated work hours from consultant(s) if applicable: _____
- (c) Estimated work hours from the City Attorney's Office: 40
- (d) Estimated work hours from Finance: _____
- (e) Estimated work hours from other department(s):
- Department: Information Technology 20
- Department: _____
- Department: _____
- Total Estimated Hours: 240
6. Expected participation involved in the study issue process?
- (a) Does Council need to approve a work plan? Yes___ No X
- (b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No___
- Planning Commission
- (c) Is a Council Study Session anticipated? Yes___ No X
- (d) What is the public participation process?
- In addition to standard noticing practices for public hearings, staff will conduct outreach with telecommunication providers and property owners with telecommunication facility permits in the City.
7. Cost of Study: Please mark appropriate item below.
- X Costs covered in operating budget – 242 Community Planning
- ___ Costs covered by project - N/A
- ___ Budget modification needed for study – N/A

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				

Explain impact briefly: All costs associated with future regulations would be born by the telecommunication provider or property owner.

9. Staff Recommendation for this calendar year:

“For” Study **Explain:**

“Against” Study **Explain.** If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation X

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by


Department Director

11/5/04
Date

Approved by


City Manager

11/9/04
Date

PROPOSED COUNCIL STUDY ISSUEFor Calendar Year: 2005New X

Previous Year (below line/defer) _____

Issue: Number of Cars Parked at Single Family HomesLead Department: Community Development DepartmentGeneral Plan Element or Sub-Element: Land Use and Transportation Element**1. What are the key elements of the issue? What precipitated it?**

City Council received complaints regarding the number of cars being parked on site at single family homes and on the street in single-family neighborhoods. This study issue will explore the possibility of restricting the number of cars that a property owner may park on or immediately adjacent to his/her property. The legality of such restrictions will be explored with the City Attorney's office. Based on preliminary analysis of this study, the Office of the City Attorney anticipates significant legal issues associated with limiting the number of vehicles. Changes to the code that require the parking of vehicles in garages could also be explored. Staff anticipates that such a change could be very controversial among residents who do not currently use the garage for parking of their vehicles.

2. How does this relate to the General Plan or existing City Policy?

In relationship to on-site parking, the Zoning Code currently requires a minimum number of parking spaces which must be provided on site (generally 2 covered and 2 uncovered spaces for a single family dwelling) Uncovered spaces must be on a paved surface, and no more than 50% of the front yard may be paved. The Zoning Code does not require that garages be empty and available for use as parking spaces for cars except in some developments governed with Use Permits or Special Development Permits.

Land Use and Transportation Element:

Policy N1.4 – Preserve and enhance the high quality character of residential neighborhoods.

Action Statement C3.4.6 – Manage on-street parking to assure safe, efficient traffic flow.

Action Statement C3.6.2 – Promote public and private transportation demand management.

3. Origin of issue:

Council Member(s): Julia Miller

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): _____

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ of _____

Board or Commission ranking comments:

4. Multiple Year Project? Yes ___ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 150

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 50

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: Public Works Department 50

Department: _____

Department: _____

Total Estimated Hours: 250

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No X(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No ___Planning Commission(c) Is a Council Study Session anticipated? Yes ___ No X

(d) What is the public participation process?

In addition to required noticing in the newspaper and City web site, outreach meetings will be held with the public regarding this issue.

7. Cost of Study: Please mark appropriate item below.

☒ Costs covered in operating budget – 242 Community Planning

☐ Costs covered by project - N/A

☐ Budget modification needed for study – N/A

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				

Explain impact briefly: Enforcement costs can not be determined until the study is completed and the extent of a program is selected by Council.

9. Staff Recommendation for this calendar year:

“For” Study ☐ **Explain:**

“Against” Study ☒ **Explain.**

The number of vehicles is a concern in neighborhoods where smaller or no garage spaces are available. The majority of residential areas do not appear to be experiencing problems with too many vehicles. Staff anticipates that the types of regulations that could be adopted are minimal and may not be worth the controversy associated with such a study. Staff anticipates that there are laws in place that would preclude the City from putting these types of measures into practice.

No Recommendation ☐

Reviewed by



Department Director

11/5/04

Date

Approved by



City Manager

11/9/04

Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New X

Previous Year (below line/defer) _____

Issue: Auto Repair in Residential Zoning Districts

Lead Department: Community Development Department

General Plan Element or Sub-Element: Land Use and Transportation Element

1. What are the key elements of the issue? What precipitated it?

A recent Neighborhood Preservation Division case regarding the repair and rehabilitation of an antique car prompted this issue. This study would examine the appropriate limits for conducting auto repair on one's own property. The case for long-term "hobby" repairs and restoration would also be examined.

2. How does this relate to the General Plan or existing City Policy?

Land Use and transportation Element:

Goal C1

Preserve and enhance an attractive community, with a positive image and a sense of place that consists of distinctive neighborhoods, pockets of interest, and human-scaled development.

Policy C1.1.2

Promote and achieve compliance with land use and transportation standards.

The Sunnyvale Municipal Code allows only minor repairs at home including battery replacement, small part changes, tire repair, brake servicing, oil change, lubrication, and minor routine maintenance. Only the property owner's or resident's auto can be repaired. Work on other people's vehicles is not allowed. No rebuilding of engines or transmissions is allowed. Also, installing axles, bodywork and vehicle painting are not allowed by code. Inoperable vehicles can only be stored on a driveway for up to 72 hours. Those stored longer may be towed.

3. Origin of issue:

Council Member(s): Hamilton

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): _____

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ of _____

Board or Commission ranking comments:

4. Multiple Year Project? Yes ___ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 200

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 50

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: DPS 50

Department: _____

Department: _____

Total Estimated Hours: 300

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No ___

Planning Commission

(c) Is a Council Study Session anticipated?

Yes___ No **X**

(d) What is the public participation process?

In addition to standard noticing requirements outreach will be conducted to get input from neighborhood associations.

7. Cost of Study: Please mark appropriate item below.

X Costs covered in operating budget – 242 Community Planning

___ Costs covered by project - N/A

___ Budget modification needed for study – N/A

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				

Explain impact briefly: If new policies or regulations are adopted, enforcement will be covered in the operating budget.

9. Staff Recommendation for this calendar year:

“For” Study ___ Explain:

“Against” Study ___ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation X

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by



Department Director

11/5/04

Date

Approved by



City Manager

11/9/04

Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New X

Previous Year (below line/defer) _____

Issue: Incentives for Business Retention and Attraction

Lead Department: Community Development Department / Economic Development

General Plan Element or Sub-Element: Socio-Economic Element

1. What are the key elements of the issue? What precipitated it?

This study will identify alternatives for financial and other incentives to enhance the advantages of Sunnyvale as a location to do business and to influence business location decisions. The analysis will include cost to the City to administer an incentive program versus the potential benefits to be achieved. Various approaches would include tax or development credits, thresholds for offering incentives, value of incentives to the company, magnitude of incentives (i.e., dollars needed to provide meaningful incentives), qualifications for accessing state and federal incentive programs and proposed or pending programs that should be supported (e.g., pending legislation, enhanced economic development programs through PG&E). The review will include what is currently allowed by state law vs. current City policy and circumstances where the City might benefit from offering incentive programs for both retention and attraction, how to finance incentives and return on the incentives. It will also look at City policies for Sunnyvale companies who could do business with the City to see what additional priority consideration could be given to them (currently Sunnyvale companies within 1% of the highest bidder are given preference).

Businesses in Sunnyvale are making decisions about where to expand their facilities. Sunnyvale is not currently competitive in Class A office space that is attractive to expanding companies. Retail companies and auto dealers are looking at nearby communities to assess competitiveness. The goal of offering incentives is to ensure that Sunnyvale is competitive with competing markets. Incentives (financial and non-financial) are potential tools that may help keep or attract companies to the community.

2. How does this relate to the General Plan or existing City Policy?

Policy 5.1B.3: Monitor the effect of City policies on business development and consider the effects on the overall health of business within the City.

Policy 5.1C.4 Promote business opportunities and business retention in Sunnyvale.

Policy 5.1C.6 Consider development of a strong business retention program.

3. Origin of issue:

Council Member(s): _____

General Plan: _____

City Staff: X

Board or Commission (identify name of the advisory body from the list below): _____

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Planning Commission ranked this study issue 3T of 12 for 2005.

Board or Commission ranking comments:

4. Multiple Year Project? Yes ___ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 120

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 40

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: Finance 20

Department: _____

Department: _____

Total Estimated Hours: 180

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ___ No X

(c) Is a Council Study Session anticipated? Yes ___ No X

(d) What is the public participation process?

Possible focus group sessions with businesses to determine the importance of incentives in site selection process, and prioritization of incentives from the business perspective.

7. Cost of Study: Please mark appropriate item below.

☒ **Costs covered in operating budget – Economic Prosperity**

☐ **Costs covered by project - N/A**

☐ **Budget modification needed for study – N/A**

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range		X			
New revenues/savings range		X			

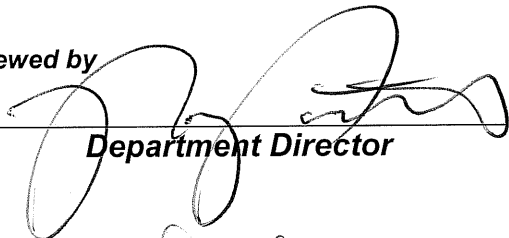

Explain impact briefly: Staff time to administer a program would require operating budget. Incentive programs vary by business type and location but would not be undertaken unless “significant” long term revenue advantage is achievable.

9. Staff Recommendation for this calendar year:**"For" Study** ☐ **Explain:****"Against" Study** ☐ **Explain:****Defer Study** ☒ **Explain:**

This study would analyze the importance of incentives and under what circumstances they could be offered to make a difference in retention and site selection so that appropriate policies and strategies can be in place before the City faces a situation that requires this kind of analysis. This issue should be studied in under more prosperous economic conditions so that viable funding sources and other opportunities can be readily identified. Given our current economic situation, staff feels that this issue should be deferred for one year.

No Recommendation ☐

Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by**Department Director**11/5/04**Date****Approved by****City Manager**11/9/04**Date**

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New X

Previous Year (below line/defer) _____

Issue: Community Rooms/Club Houses for Multi-Family Development

Lead Department: Community Development Department

General Plan Element or Sub-Element: Land Use and Transportation Element

1. What are the key elements of the issue? What precipitated it?

A member of the public brought this issue to the City Council's attention. The study would evaluate the need to require community meeting rooms such as club-houses in multi-family developments in order to ensure that there was an on-site area for homeowner associations to meet and would enhance the recreation opportunities at the site. The study would survey code requirements from other cities and determine if such a requirement is feasible and if so, whether it should be related to the number of units in a project.

2. How does this relate to the General Plan or existing City Policy?

Land Use and Transportation Element N1.1.2

Foster the establishment of neighborhood associations throughout Sunnyvale to facilitate community building.

3. Origin of issue:

Council Member(s): Fowler

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): _____

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ **of** _____

Board or Commission ranking comments:

4. Multiple Year Project? Yes ___ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 150

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 30

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: _____

Department: _____

Department: _____

Total Estimated Hours: 180

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No ___

Planning Commission

(c) Is a Council Study Session anticipated? Yes ___ No X

(d) What is the public participation process?

In addition to standard procedures for providing public notice of Planning Commission and City Council hearings, outreach would be conducted to developers of multi-family residential products.

7. Cost of Study: Please mark appropriate item below.

X Costs covered in operating budget – 242 Community Planning

___ Costs covered by project - N/A

___ Budget modification needed for study – N/A

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				

Explain impact briefly: If a requirement is adopted, the costs will be born by the project developer.

9. Staff Recommendation for this calendar year:

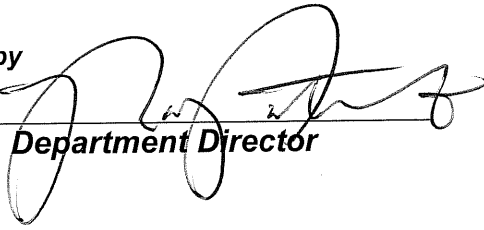
“For” Study ___ Explain:

“Against” Study ___ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation X

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by



Department Director

11/5/04

Date

Approved by



City Manager

11/9/04

Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New X

Previous Year (below line/defer) _____

Issue: Extending Approval of Wright Avenue Single Story Combining District

Lead Department: Community Development Department

General Plan Element or Sub-Element: Land Use and Transportation Element

1. What are the key elements of the issue? What precipitated it?

In July 2001, the City Council approved a Single-Story Combining District for 54 lots in the vicinity of Wright Avenue and Edmonton Avenue (Tract 1910). The combining district was requested by the affected property owners. Per the city's zoning code, a single-story combining district is in effect for seven years after the date of approval.

This study issue would consider initiating an extension of this particular combining district on behalf of the neighbors. Municipal Code section 19.26.200(d)(1) states that an application to establish a single-story combining district shall be initiated by owners of property within the proposed district. Municipal Code section 19.26.200 (c) states that upon expiration of a single-story combining district, property owners within the district may apply for another single-story combining district, following the same procedures as for an original application. The seven year limit recognized that changes in home ownership might result in a majority of homeowners no longer desiring such a restriction on their property. The code does not make provisions for the City Council to initiate consideration of a single-story combining district.

2. How does this relate to the General Plan or existing City Policy?

Land Use and Transportation Element C1.1

Recognize that the City is composed of residential, industrial, and commercial neighborhoods, each with its own individual character, and allow change consistent with reinforcing positive neighborhood values.

Community Design Sub-Element A.2.b

Continue to maintain and develop zoning standards which preserve the quality of residential neighborhoods.

3. Origin of issue:

Council Member(s): Howe, Hamilton, Swegles

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): _____

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ of _____

Board or Commission ranking comments:

4. Multiple Year Project? Yes ___ No ☒ Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 200

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 40

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: _____

Department: _____

Department: _____

Total Estimated Hours: 240

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No ☒(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ☒ No ___Planning Commission(c) Is a Council Study Session anticipated? Yes ___ No ☒

(d) What is the public participation process?

In addition to the standard procedures for giving public notice for Planning Commission and City Council hearings, outreach will be conducted to members of the Wright Avenue single-story combining district.

7. Cost of Study: Please mark appropriate item below.

☒ **Costs covered in operating budget – 242 Community Planning**

☐ **Costs covered by project - N/A**

☐ **Budget modification needed for study – N/A**

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range		X			
New revenues/savings range	X				

Explain impact briefly: Normally a single-story combining district request would be accompanied by an application fee. If the neighborhood initiated this application the fee would be \$100 per property (2004-2005 fee), or \$4,180 for the Wright/Edmonton neighborhood.

9. Staff Recommendation for this calendar year:**“For” Study ___ Explain:**


“Against” Study X Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

Extending the Single Story zoning combining district prior to the seven year limit is in conflict with the zoning code. If the underlying concern is that the rezoning application is too expensive, the Council could consider reducing or eliminating the fee (understanding that this is an impact to the operating budget for development services). If the underlying concern is that in seven years new neighbors may want to eliminate the one-story restriction the council may want to consider either a modification to the code to change the time frame (including eliminating the sunset provision) or maintaining the current code to allow residents to participate in the discussion of the desirability of the restriction.

No Recommendation ___

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by



Department Director11/5/04

Date

Approved by



City Manager11/9/04

Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New X

Previous Year (below line/defer) _____

Issue: Grocery Sales at Automobile Service Stations

Lead Department: Community Development Department

General Plan Element or Sub-Element: Land Use and Transportation Element

1. What are the key elements of the issue? What precipitated it?

The Municipal Code definition of an automobile service station clearly states that any food sales are limited to the vending of prepackaged soft drinks, cigarettes, and snack foods from automatic vending machines. This study issue was forwarded by staff in response to requests by service station owners to reconsider the current code limitations. As part of this study, staff will evaluate the changing role of service stations, the ability for Sunnyvale stations to remain profitable and competitive as well as the association of crime with "mini-mart"-type establishments.

2. How does this relate to the General Plan or existing City Policy?

3. Origin of issue:

Council Member(s): _____

General Plan: _____

City Staff: Planning Division

Board or Commission (identify name of the advisory body from the list below): _____

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ **of** _____

Board or Commission ranking comments:

4. Multiple Year Project? Yes ___ No ☒ Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 200

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 40

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: Public Safety 20

Department: _____

Department: _____

Total Estimated Hours: 260

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No ☒

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ☒ No ___

Planning Commission

(c) Is a Council Study Session anticipated? Yes ___ No ☒

(d) What is the public participation process?

In addition to standard procedures for providing public notice of Planning Commission and City Council hearings, outreach would be conducted to owners of automobile service stations and major gasoline companies with service stations in Sunnyvale.

7. Cost of Study: Please mark appropriate item below.

☒ Costs covered in operating budget – 242 Community Planning

___ Costs covered by project - N/A

___ Budget modification needed for study – N/A

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				

Explain impact briefly: There will be no costs to the City if regulations are changed regarding Grocery sales at automobile service stations.

9. Staff Recommendation for this calendar year:

“For” Study X Explain:

It has been over 20 years since Sunnyvale adopted its restriction on the expansion of mini-marts associated with automobile service stations. The original issues associated with this code provision were the encroachment of liquor sales and associated crime into residential neighborhoods perhaps associated with cash transactions. Many of the sales are now completed via debit or credit card. Staff has been contacted by service station owners expressing the need for product sales such a snacks and beverages (not in vending machines) to increase their profits.

“Against” Study ____ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation ____

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by



Department Director

11/5/04

Date

Approved by



City Manager

11/9/04

Date